

**METHOD AND SYSTEM FOR PROVIDING
TARGETED ADVERTISING IN PUBLIC PLACES AND CARRIERS****ABSTRACT OF THE DISCLOSURE**

A method and system for providing targeted advertising in public places and
5 carriers such as trains, buses, train stations, shopping malls, airports, etc. The
demographics, purchasing history and/or personal preferences of individuals in the
public place are collected from personal digital assistants (PDAs) or other wireless
communication devices carried by the individuals in the public place or public
carrier. The collected data pertaining to a group of individuals who are present near
10 the display device, is processed and used to select appropriate advertisements that
would most likely interest that group of individuals. The selected advertisements are
displayed on the display device located in the public place or public carrier so as to
provide targeted advertising to the group of individuals.

M:\EChong\IBM\24724\final draft.wpd